

ABSTRACT OF THE DISCLOSURE

A printing apparatus comprises a plurality of ink ejecting sections for ejecting ink. The printing apparatus prints an image on a medium to be printed by ejecting ink from the ink ejecting sections. The ink ejecting sections include a first ink ejecting section that is set to eject ink for printing a highlight region in the image, and a second ink ejecting section that is set not to eject the ink for printing the highlight region in the image.